



Healthy St. Pete

FRPA Agency Summit: Using Data to
Develop Impactful Community Health
Programs

ROADMAP



Healthy St. Pete Programs



Community Assessment Strategies



**Get Involved: Examine Data
Dashboards**



INTRODUCTION

Who is Healthy St. Pete?



Healthy St. Pete is a division of the St. Petersburg Parks & Recreation Department.

Mission:

Build a culture of health in our city by making the healthy choice the easy choice through a collaborative community effort.

Data Informed Programs



Get Fit St. Pete



Healthy Kids



Fresh Rec Stop



Health 360

Healthier Together Program, Summer Food
Service Program, COSP Employee Wellness

www.HealthyStPeteFL.com



FITNESS IN THE PARKS

Certified Trainer Volunteers

Pickleball, Tai Chi, Yoga, Trail Run,
Family Fit, Cardio Sport, Kickboxing,
Kayaking, Water Aerobics & more!

AARPA OUTDOOR FIT LOT

Onsite fitness instructors at outdoor
exercise zones

NEIGHBORHOOD WALKS

Neighborhood Residents = Wellness Champions
4th Sat. of every month

City Health Dash Board



Get Fit



Healthy Kids

FITNESS
NUTRITION
SOCIAL & EMPTIONAL HEALTH

Interactive lessons
Evidence Based Curriculum
Partnerships with BayCare, Aetna, NEO's

Mind Power Program

Stress Reduction
Self-Regulation
Resiliency Skills
Yoga Instruction & Mindfulness App

JHACH Community Health Needs Assessment

HEALTHY FOOD ACCESS

Eleven Fresh Rec Stop Locations
Stocked with Grab n' Go Produce
Take & Make Produce & Recipes

BAYCARE EXPANSION

Additional Refrigeration
Community Education

RWJF What Works for Health
(County Health Rankings)

A photograph of a person from the back, wearing a white baseball cap and an orange hoodie, reaching into a large, open refrigerator. The refrigerator is filled with various fresh fruits and vegetables, including apples, oranges, and leafy greens, arranged in baskets and containers on the shelves. A sign on the inside of the refrigerator door reads "FRESH REC STOP". A teal-colored text box is overlaid on the image, containing the text "Fresh Rec Stop" in white.

Fresh
Rec Stop



FOOD ACCESS & SECURITY

Park and Recreation agencies **provide vital programs and services** that address the diverse health and wellness needs of all people, including **promoting access to healthy food**. Food insecurity remains one of the greatest public health issues nationwide with more than **38 million people, including 12 million children, in the United States experiencing food insecurity**.

HEALTHY NEIGHBORHOOD STORE PROGRAM HEALTHY FOOD ACTION PLAN

Healthy St. Pete Health Equity - Food Systems Asset Map

USDA Food Access Research Atlas

Source: NRPA Nutrition and Food access Resources



HEALTH 360

NUTRITION

All Kids in the Kitchen, Healthy For Life

CHRONIC DISEASE PREVENTION

Diabetes Education and Empowerment Program (DEEP), Get Into Fitness Today (GIFT), LIVESTRONG at the YMCA

FINANCIAL EDUCATION

Healthy Finances

PLACES: Local Data for Better Health

ASSESSING COMMUNITY NEEDS



**Work with community members, local health agencies,
hospital systems, and partner organizations**

Examine Existing Community Assets

Identify Community Health Needs

Reference Baseline Date for Planning

Community Assessment Tools



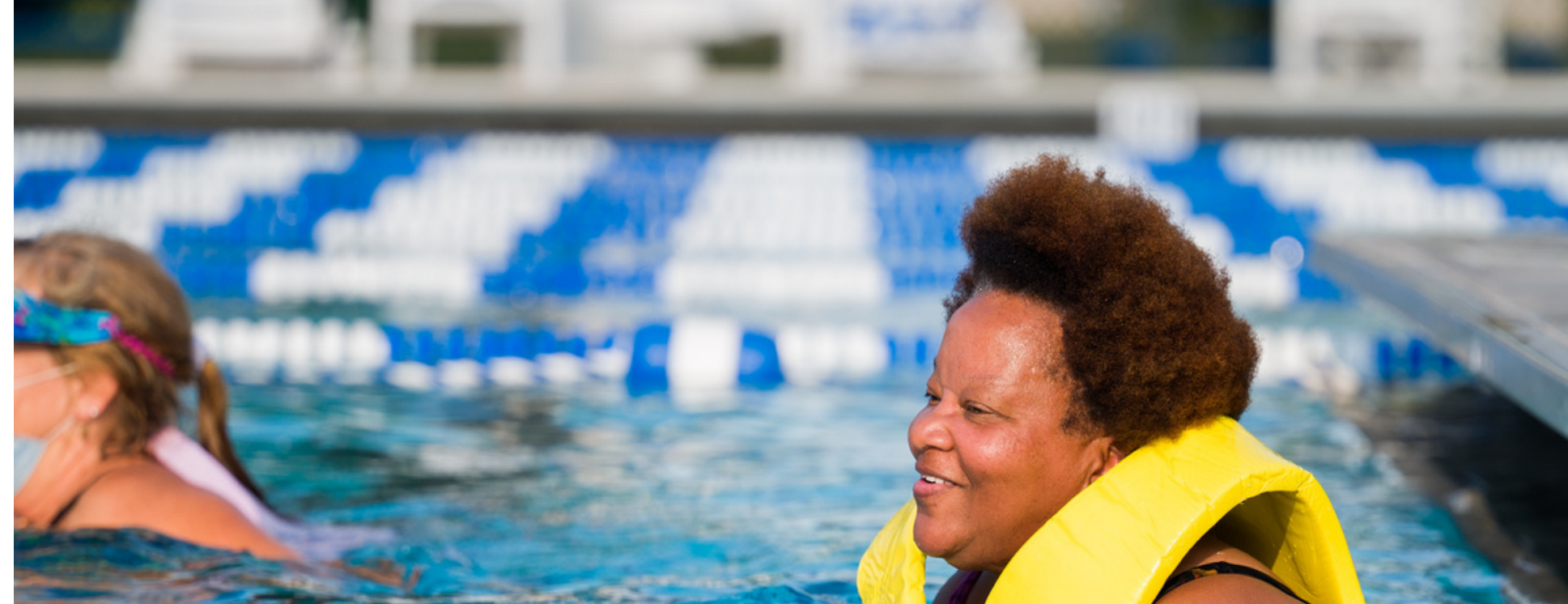
Community Asset Mapping



Community Health Needs Assessments (CHNA)



Health Equity Assessments





Community Asset Mapping

***Community Asset Mapping** is a process for identifying and mapping the assets of a community. Assets are the things that are important to the members of the community (people, things, services, resources, and connections) that the community wants to keep, sustain, and build upon.*

Reference Resources



ParkScore[®]
index

Childhood Opportunity Index
diversitydatakids.org

COMMUNITY HEALTH NEEDS ASSESSMENT (CHA)

A CHA is a systematic process involving the community to identify and analyze community health needs and assets, prioritize those needs and then implement a plan to address significant unmet needs. is created. **Community Health Improvement Plan**

**Public Health Departments | Social Service Agencies |
Hospital Systems**

Source: Florida Department of Health ,Community Health Needs Assessment



**Assessments
& Plans**

Health Equity Assessment Tools

Health equity means that everyone has a fair and just opportunity to be as healthy as possible. This requires removing obstacles to health such as poverty and discrimination and addressing lack of access to healthy food and safe environments, including parks and recreation, healthcare, good jobs with fair pay and quality education and housing.

NRPA Evaluating Health Equity Through Parks Toolkit
Racial Equity Impact Assessment
GARE Racial Equity Toolkit

Source: GARE Racial Equity Toolkit; NRPA Elevating Health Equity Through Parks;
Racial Equity Impact Assessment Toolkit



**GET
INVOLVED**



DATA DASHBOARD TEST DRIVING

**RWJF: COUNTY HEALTH RANKINGS | WHAT WORKS FOR HEALTH
CITY HEALTH DASHBOARD**

PLACES: LOCAL DATA FOR BETTER HEALTH



Healthy St. Pete

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